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1995 CONTINUOUS TRACKING STUDY  
DECEMBER, 1995  
MRSI #5592  
(12/1/95)

### SMOKERS

- 1A. Hello, I'm \_\_\_\_\_ of MRSI, a national public opinion firm calling long distance from Cincinnati, Ohio. I'd like to ask you a few questions, and your answers, of course, will be kept entirely confidential. We're talking to people 18 years of age and over, so first of all, are *you* 18 or over.

Yes - 1 - ASK Q.1B  
No - 2 - ASK: May I speak to someone  
who is 18 or over?

IF NO ONE 18 OR OVER IS AT HOME NOW WHO CAN BE INTERVIEWED, THANK AND ARRANGE TO CALLBACK. IF NECESSARY, REINTRODUCE YOURSELF AND PROCEED.

IF NO ADULT 18+ LIVES IN HOUSEHOLD, TERMINATE AND TALLY.

- 1B. And since we are talking to a cross-section of people all over the United States, could you tell me, do you live in a . . . (READ LIST)?

Big city	- 1
Small city	- 2
Town	- 3
Suburb	- 4
Out in the country	- 5
Or what? (SPECIFY)	- 6

(DO NOT READ) ↗ DK - 7  
Refused - 8

2. Are there any people in this household, including yourself, who are 18 years of age or over *and* smoke cigarettes?

Yes - 1 - ASK Q.3  
No - 2 - GO TO Q.48 ("NON-SMOKER - NON-SMOKING  
HOUSEHOLD" SURVEY)

CALLBACK DATE: \_\_\_\_\_ CALLBACK TIME: \_\_\_\_\_

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_

TELEPHONE: (\_\_\_\_) \_\_\_\_\_ TIME ZONE: E C M P

STATE CODE:   COUNTY CODE:

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3. So we know who to interview in this study, please tell me the ages of all the **MEN** 18 years of age or over in this household who smoke cigarettes. Please start with the youngest -- (IF APPROPRIATE: and be sure to include yourself).

RECORD EXACT AGE ON GRID UNDER Q.3 NEXT TO MEN. ASK FOR A DESCRIPTIVE TERM, FOR EXAMPLE: "Is that your son, husband, etc." -- AND WRITE IT IN. USE "**SELF**" FOR PERSON YOU ARE TALKING TO. -- SCREENER RESPONDENT.

4. Next, please tell me the ages of all the **WOMEN** 18 years of age or over in this household who smoke cigarettes. Again, please start with the youngest -- (IF APPROPRIATE: and be sure to include yourself).

RECORD EXACT AGE ON GRID UNDER Q.4 NEXT TO WOMEN. ASK FOR A DESCRIPTIVE TERM, FOR EXAMPLE: "Is that your daughter, wife, etc." -- AND WRITE IT IN. USE "**SELF**" FOR PERSON YOU ARE TALKING TO. -- SCREENER RESPONDENT.

**NOTE:** PROCEED TO Q.5B IF THERE IS ONLY ONE SMOKER IN THIS HOUSEHOLD AND THAT SMOKER IS ON THE PHONE WITH YOU NOW.

- 5A. And (which of these smokers) (is the smoker) at home right now? (RECORD ON GRID UNDER Q.5A)
- 5B. Is there anyone in this household (including yourself) who has *quit* smoking and who *has not gone back* to smoking?

Yes	- 1 -	ASK Q.5C
No	- 2	
DK	- 3	SKIP TO RESPONDENT SELECTION BOX
Refused	- 4	

- 5C. Who was it that quit? (PROBE) Who *else*? (FOR EACH RESPONSE ASK AGE, RECORD SEX, AND FIND OUT IF PERSON IS AT HOME NOW AND RECORD ON GRID)

IF SCREENER RESPONDENT **ON PHONE** HAS QUIT, ASK Q.5D AND Q.5E. OTHERWISE, SKIP TO RESPONDENT SELECTION BOX.

- 5D. How long ago did you stop smoking? (DO NOT READ LIST)

Within the last week	- 1
1-4 weeks ago	- 2
1-3 months ago (1 month)	- 3
Over 3-6 months ago	- 4
Over 6-11 months ago	- 5
Over 11-12 months (1 year) ago	- 6
Over 1-2 years ago	- 7
Over 2-3 years ago	- 8
Over 3-4 years ago	- 9
Over 4-5 years ago	- 10
Over 5 years ago	- 11

ASK Q.48 & DEMOS, THEN  
TERMINATE & SKIP TO  
"ADDITIONAL RESPONDENT"  
BOX AT END OF SURVEY

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- 5E. What brand were you smoking before you quit? (ACCEPT UP TO 2 BRANDS - PROBE FULLY TO GET **COMPLETE** BRAND NAME - PROGRAM TO DIFFERENTIATE BETWEEN FIRST AND SECOND MENTIONS)

Q.5E

COMPLETE BRAND NAME	CODE NUMBER

QS.5F-5G DELETED 4/1/90

**RESPONDENT SELECTION:**

**SMOKING HOUSEHOLD**

**IF SCREENER RESPONDENT IS A NON-SMOKER:**

- IF QUIT IN PAST 2 YEARS, SKIP TO Q.48 (IF APPLICABLE) AND THEN DEMO'S.
- \* ■ ELSE, SELECT SMOKER TO BE INTERVIEWED FROM GRID; IF INTERVIEW WITH SELECTED SMOKER IS POSSIBLE NOW, GO TO Q.6. ELSE, MAKE CALLBACK ARRANGEMENTS ON FIRST PAGE AND ATTEMPT TO INTERVIEW ELIGIBLE SMOKER.
- IF QITTER IS AVAILABLE, ASK TO INTERVIEW APPROPRIATE QITTER.
- GO TO Q.48 (IF APPLICABLE), Q.56 SERIES AND DEMO'S.

**IF SCREENER RESPONDENT IS A SMOKER:**

- \* ■ IF INTERVIEW WITH SELECTED SMOKER IS POSSIBLE NOW, GO TO Q.6. ELSE, MAKE CALLBACK ARRANGEMENTS ON FIRST PAGE AND ATTEMPT TO INTERVIEW ELIGIBLE SMOKER.

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May I speak to (SELECTED SMOKER)? (REFER TO COLUMN Q.5A AND TRY TO INTERVIEW THE FIRST SMOKER LISTED; IF REFUSED/UNAVAILABLE, CONTINUE BY ASKING FOR THE NEXT SMOKER AT HOME)

	<u>Q.3 AND Q.4</u>	<u>Q.5A</u>	
	<u>AGE</u>	<u>DESCRIPTIVE TERM</u>	<u>(CIRCLE) (CIRCLE) RESPONDENT SMOKERS AT HOME</u>
			<u>SELECTED FOR INTERVIEW</u>
<u><b>MEN:</b></u>			
Youngest .....			1                    1
Next Oldest .....			2                    2
Next Oldest .....			3                    3
Next Oldest .....			4                    4
<u><b>WOMEN:</b></u>			
Youngest .....			5                    5
Next Oldest .....			6                    6
Next Oldest .....			7                    7
Next Oldest .....			8                    8
No smoker at home .....			
Callback .....			9                    0
No callback possible .....			1
HH refusal .....			2

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(IF SELECTED RESPONDENT IS DIFFERENT FROM SCREENER RESPONDENT,  
REINTRODUCE WITH:)

Hello, I'm \_\_\_\_\_ of Marketing Research Services. We're doing a study on cigarettes.  
Just to check, I understand that you are over the age of 18\* and you do smoke cigarettes; is  
that correct?

Yes - 1 - CONTINUE WITH Q.6  
No - 2 - TERMINATE

6. What is your regular brand of cigarettes, the brand you smoke most often? (RECORD  
**COMPLETE BRAND NAME**)

**STEP 1:**

RECORD VERBATIM RESPONSES (TYPED IN - NOT CODED) (INSERTED 7/26/91)

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**STEP 2:**

SELECT FAMILY NAME FROM NATIONAL BRAND LIST (1st SCREEN)

Family Name Selected ..... → SKIP TO Q.6B-G (STEP 4)

Two Brands Mentioned ..... → SKIP TO TRB BOX

No Regular Brand ..... → SKIP TO Q.25

Just Started Smoking ..... → SKIP TO Q.25

Roll-Your-Own ..... → TERMINATE

Don't Know ..... → TERMINATE

Other (Brand Mentioned Is Not On National Brand List) ..... → SKIP TO STEP 3

"Store Brand", "Generic" Or "Private Label" Is Mentioned ..... → SKIP TO STEP 3

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\* Respondent Must 19 Or Older In Alabama And Utah.

### **STEP 3:**

(SPECIFIC RECORDING OF GENERICS/OTHERS) (ADDED 10/1/93)

- IF "STORE BRAND", "GENERIC" OR "PRIVATE LABEL" WAS MENTIONED ON 1st SCREEN, ASK THE FOLLOWING GENERIC PROBE:

"Is there a *specific* Store Brand/Generic Brand/Private Label Brand  
(CHOOSE THE APPROPRIATE TERM BASED ON RESPONSE AT  
1st SCREEN) that you smoke most often?"

- Yes - 1 - "Please tell me the name of that Store Brand/  
Generic Brand/Private Label Brand  
(RECORD NAME ON GENERIC LIST)  
No - 2 - RECORD ON GENERIC LIST AS "NON-  
SPECIFIC GENERIC"

- IF "OTHER" AT 1st SCREEN, RECORD BRAND NAME MENTIONED ON GENERIC LIST (2nd SCREEN).
- IF BRAND NAME IS NOT ON THE GENERIC LIST ON THE SCREEN, RECORD UNDER "OTHER" AND THE CODERS WILL USE THE MASTER GENERIC LIST TO CLASSIFY.
- CONTINUE WITH SPECIALIZED BRAND PROBING (STEP 4)

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**IF TWO REGULAR BRANDS:**

- IF RESPONDENT HAS *TWO* REGULAR BRANDS OF CIGARETTES, USE THE PROBE FOR Q.6 FOR BOTH BRANDS. RECORD IN SPACE PROVIDED IN Q.6. TO DETERMINE THE BRAND TO BE USED IN THE REMAINDER OF THE QUESTIONNAIRE, USE THE PROBES BELOW. AS SOON AS YOU HAVE A DEFINITIVE ANSWER, NOT MORE PROBING IS NECESSARY.

#1 - (PROBE) Which of the two brands of cigarettes do you smoke more often?

#2 - (PROBE) Which of the two brands of cigarettes do you buy more often?

#3 - (PROBE) Which brand of cigarettes did you *last purchase*?

IF STILL NO BRAND SELECTED, RECORD AS NO REGULAR BRAND - GO TO Q.25

- RECORD COMPLETE BRAND NAME. THIS BRAND WILL BE REFERRED TO THROUGHOUT THE QUESTIONNAIRE..

**IF ROLL YOUR OWN/DON'T KNOW:**

- IF "*ROLL YOUR OWN*", CHECK IF OTHER SMOKER IN HOUSEHOLD.

IF NO OTHER SMOKERS, TERMINATE.

IF INTERVIEW WITH ANOTHER SMOKER POSSIBLE NOW, CHECK HERE  AND GO TO Q.6 - SECOND SMOKER

IF NO OTHER ELIGIBLE SMOKER AT HOME NOW IN Q.5A:

ARRANGE CALLBACK AND INDICATE:

NAME: \_\_\_\_\_ DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

- IF THERE IS ANOTHER SMOKER IN THE HOUSEHOLD BUT NO CALLBACK IS POSSIBLE NOW OR LATER, CHECK HERE:  AND TERMINATE.

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#### **STEP 4:**

(COMPUTER WILL AUTOMATICALLY SELECT THE APPROPRIATE COMBINATION OF QS.6B-6G FOR EACH BRAND) (QS.6B-6G INSERTED 7/1/91)

- 6B. Is that filter or the non-filter?
- 6C. Is that the menthol or the non-menthol?
- 6D. Is that the regular full flavor, the lights, or the ultra lights?
- 6E. Is the length the standard king size (PAUSE), the long 100's or the extra long 120's?
- 6F. Do you usually buy it in the soft paper pack or in the hard box?
- 6G. Is that the one with 20 cigarettes in a pack or the one with 25 cigarettes in a pack?

**NOTE:** IF A RESPONDENT MENTIONS "Don't Know" AS A RESPONSE TO ANY OF THE BRAND PROBING QUESTIONS, TWO ATTEMPTS AT PROBING WILL OCCUR:

PROBE #1A: Could you please look at a pack and tell me what it says?

PROBE #2A: What do you ask for when you go to a store to buy that brand?

IF RESPONDENT CONTINUES TO SAY "Don't Know" - THE INTERVIEW WILL BE TERMINATED.

IF AT ANY BRAND PROBING QUESTION THE RESPONDENT GIVES A RESPONSE THAT IS NOT AVAILABLE AS A RESPONSE, USE THE ABOVE PROBES (1A AND 2A) TO CLARIFY BRAND. IF THE RESPONDENT CONTINUES TO GIVE A RESPONSE THAT DOES NOT FIT THE ANSWER SET, A VERBATIM RESPONSE WILL BE COLLECTED. THIS VERBATIM WILL BE USED AS THE "FILL-IN" WORDING FOR ALL QUESTIONS RELATING TO REGULAR BRAND.

- COMPUTER ASSIGNS ***COMPLETE BRAND NAME***. THIS BRAND WILL BE REFERRED TO THROUGHOUT THE QUESTIONNAIRE.

#### **STEP 5:**

(VERIFY REGULAR BRAND)

- 6A. You mentioned that your regular brand of cigarettes is (**READ COMPLETE BRAND NAME (PROBED) FROM Q.6**). Is that correct?

Yes - 1 - CONTINUE

No - 2 - RE-ASK Q.6 (INCLUDING VERBATIM) ONCE. IF BRAND IS STILL NOT CONFIRMED, ASK SPECIFIC PROBES #1A AND #2A (FROM STEP 3) AND COLLECT VERBATIM RESPONSE TO BE USED THROUGHOUT THE INTERVIEW

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Q.8 (SOFT/BOX) BECAME Q.6F ON 7/1/91

9. How long have you smoked (READ COMPLETE BRAND NAME FROM Q.6)? (DO NOT READ LIST)

3 months or less	- 1
4 to 6 months	- 2
7 to 11 months	- 3
12 months (about a year)	- 4
Over 1 year to 2 years	- 5
Over 2 years to 3 years	- 6
Over 3 years to 4 years	- 7
Over 4 years to 5 years	- 8
Over 5 years to 10 years	- 9
Over 10 years	- 0
Don't Know	- X

SKIP TO Q.25  
(BEGINNING 10/1/91)

**NOTE:** IF RESPONDENT SAYS "About \_\_\_\_\_" (I.E. ABOUT 2 YEARS), CLARIFY WITH: "Would that be over 1 to 2 years, or over 2 to 3 years?" IF RESPONDENT IS PRECISE (I.E. "2 YEARS"), RECORD IN THE APPROPRIATE CATEGORY (IN THIS CASE, OVER 1 TO 2 YEARS).

Q.9B INSERTED 1/4/89  
REMOVED 4/12/89

AUG.-SEPT., 1991: IF Q.9 2 YEARS OR LESS, COMPLETE PACKING WAS OBTAINED. IF OVER 2 YEARS AT Q.9, ONLY THE BRAND FAMILY WAS OBTAINED.

10. Before you started smoking (READ COMPLETE BRAND NAME FROM Q.6), were you smoking some *other* type or size of (READ FAMILY NAME FROM Q.6), or were you smoking *some other brand*?

Other type or size of same brand	- 1
Other Brand	- 2 - SKIP TO Q.13
No Previous Brand/None	- 3
DK	- 4 → INSERT CODE 706
Refused	- 5 → UNDER Q.11, SKIP TO Q.25

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11. What type or size of (READ FAMILY NAME FROM Q.6) did you smoke most often before you started smoking (READ COMPLETE BRAND NAME FROM Q.6)? (USE SPECIALIZED BRAND PROBING, AS AT Q.6 TO COLLECT COMPLETE BRAND NAME)

COMPLETE BRAND NAME	CODE NUMBER

- 12A. How long did you smoke (READ COMPLETE BRAND NAME FROM Q.11)?

3 months or less	- 1
4 to 6 months	- 2
7 to 11 months	- 3
12 months (about a year)	- 4
Over 1 year to 2 years	- 5
Over 2 years to 3 years	- 6
Over 3 years to 4 years	- 7
Over 4 years to 5 years	- 8
Over 5 years to 10 years	- 9
Over 10 years	- 0
Don't Know	- X

**NOTE:** IF RESPONDENT SAYS "About \_\_\_\_\_" (I.E. ABOUT 2 YEARS), CLARIFY WITH: "Would that be over 1 to 2 years, or over 2 to 3 years?" IF RESPONDENT IS PRECISE (I.E. "2 YEARS"), RECORD IN THE APPROPRIATE CATEGORY (IN THIS CASE, OVER 1 TO 2 YEARS).

SKIP TO DIRECTIONAL BEFORE Q.14B

13. What brand did you smoke most often before you started smoking (READ COMPLETE BRAND NAME FROM Q.6)? (USE SPECIALIZED BRAND PROBING, AS AT Q.6 TO COLLECT COMPLETE BRAND NAME)

COMPLETE BRAND NAME	CODE NUMBER

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14A. How long did you smoke (READ COMPLETE BRAND NAME FROM Q.13)?

3 months or less	- 1
4 to 6 months	- 2
7 to 11 months	- 3
12 months (about a year)	- 4
Over 1 year to 2 years	- 5
Over 2 years to 3 years	- 6
Over 3 years to 4 years	- 7
Over 4 years to 5 years	- 8
Over 5 years to 10 years	- 9
Over 10 years	- 0
Don't Know	- X

**NOTE:** IF RESPONDENT SAYS "About \_\_\_\_\_" (I.E. ABOUT 2 YEARS"), CLARIFY WITH: "Would that be over 1 to 2 years, or over 2 to 3 years?" IF RESPONDENT IS PRECISE (I.E. "2 YEARS"), RECORD IN THE APPROPRIATE CATEGORY (IN THIS CASE, OVER 1 TO 2 YEARS).

Q.14B INSERTED 1/4/89  
REMOVED 4/12/89

QS.15-16A REMOVED 3/6/91

25. How do you get your cigarettes, normally? Do you usually get them . . . (READ LIST)?

By The Pack	- 1
By The Carton	- 2
Or, Both Ways	- 3
Don't Know	- 4 → DO NOT READ
Refused	- Y

QS.25A-B ADDED 2/1/90  
REMOVED 3/1/90

Q.27 REMOVED 3/6/91  
REINSERTED 3/7/91

27. And, who usually buys your cigarettes? (DO NOT READ LIST)

Self	- 1
Someone else	- 2
Self and someone else	- 3
DK	- 4
Refused	- 5

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28. Where do you usually get your cigarettes . . . in what type of store or place? (DO NOT READ LIST - DO NOT PROBE. USE AS A GUIDE IF NECESSARY. MULTIPLE ANSWERS ACCEPTABLE.)

**NOTE:** A "CONVENIENCE" STORE IS A SPECIAL KIND OF STORE THAT STAYS OPEN LONG HOURS LIKE A "7-11", "MAJIK MARKETS" OR "CIRCLE K" (A CONVENIENCE STORE WHICH MIGHT ALSO SELL GAS.)

Supermarket - 1

Grocery Store - 2

LARGE/MEDIUM/SMALL CLARIFIER REMOVED 3/1/90

A convenience store (might also sell gas) - 3

Gas station (not a convenience store) - 4

Drug store - 5

Discount store (like K mart) - 6

Department store - 7

News stand or stationary store - 8

Cigar store or candy store - 9

Liquor store or package store - 10

Restaurant or bar - 11

Military store, like a PX, a ship's store, or commissary - 12

Hotel stand - 13

Office building lobby - 14

Movie, theater, etc. - 15

Variety store (like Woolworth's) - 16

Work - 17

Indian Reservation - 18

Wholesale store - 19

Vending machine - 20

Anywhere - 21

Delicatessen - 22

Country Store/General Store - 23

Party Store - 24

Don't Know - 99

Refused - 98

Other (SPECIFY) \_\_\_\_\_ 97

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Q.19 REMOVED 11/1/88

QS.19A-B INSERTED 11/22/88  
REMOVED 2/1/90

- 24A. About how many packs or cartons of cigarettes do you smoke in an average week? (IF ANSWER IS IN "DAYS", ASK:) About how many packs would that be in a week?

(Amount)	Packs	Cartons	Cigarettes
	- 1	- 2	- 3
DK	- X		

You said you smoke . . . (VERIFY AMOUNT AND TYPE PER WEEK) . . . Is that correct?

Yes - 1 - CONTINUE WITH NEXT QUESTION  
No - 2 - RE-ASK Q.24A

(ASK Q.24B IF REGULAR BRAND IS "MARLBORO" AND "CARTON" MENTIONED IN Q.24A)

- 24B. And, is that the . . . (READ LIST)?

Full 10-pack carton	- 1
Or, the 5-pack carton	- 2
DO NOT READ	DK
	- 3

You said you smoke . . . (VERIFY AMOUNT AND TYPE PER WEEK) . . . Is that correct?

Yes - 1 - CONTINUE WITH NEXT QUESTION  
No - 2 - RE-ASK Q.24A

QS.301-303 INSERTED 3/6/91

WORDING CHANGE TO INCLUDE PURCHASES BY SOMEONE ELSE 3/11/91

WORDING CHANGE TO EXCLUDE PURCHASES BY SOMEONE ELSE 5/1/91

301. You told me that your regular brand of cigarettes is (Q.6 - REGULAR BRAND - COMPLETE NAME). In the *past 7 days*, what *other brands* of cigarettes have you bought for yourself? Please include all purchases, even if they were just a different type or size of your regular brand.

(IF "NO REGULAR BRAND/JUST STARTED SMOKING" MENTIONED IN Q.6, ASK:) In the *past 7 days*, what brands of cigarettes have you bought for yourself? Please include *all* purchases.

(RECORD COMPLETE BRAND NAME - ACCEPT UP TO 5 MENTIONS - DO NOT PROBE)

(IF BRAND MENTIONED IS THE SAME AS REGULAR BRAND, CLEAR WITH:  
"Disregarding \_\_\_\_\_, what other brands of cigarettes have you bought for yourself in the *past 7 days*?" )

_____	Brand 1
_____	Brand 2
_____	Brand 3
_____	Brand 4
_____	Brand 5

- Q.302 MODIFIED TO COLLECT PACK AND CARTON PURCHASES  
 SEPARATELY ON 9/1/92  
 Q.302 CHANGED BACK TO ORIGINAL (PRE-SEPT. 1992) FORMAT ON 11/1/92  
 Q.302A ADDED TO DIFFERENTIATE BETWEEN CARTON SIZES ON 11/1/92

- (FOR EACH BRAND MENTIONED IN Q.301 AND FOR REGULAR BRAND, ASK:)
302. In the *past 7 days*, about how many packs or cartons of (ENTER COMPLETE BRAND NAME) did you buy for yourself? (IF RESPONDENT GIVES A COMBINATION OF PACKS AND CARTONS, ASK: "How many total packs would that be?")

- Number of packs/cartons - Brand 1 (DK=99)
- Number of packs/cartons - Brand 2 (DK=99)
- Number of packs/cartons - Brand 3 (DK=99)
- Number of packs/cartons - Brand 4 (DK=99)
- Number of packs/cartons - Brand 5 (DK=99)
- Number of packs/cartons - Regular Brand (DK=99) (None=00)

(ASK Q.302A IF MARLBORO CARTONS OR VIRGINIA SLIMS CARTONS MENTIONED IN Q.302)

- 302A. Cartons of cigarettes usually contain 10 packs of cigarettes. Some brands now offer a carton that contains 5 packs of cigarettes.

(IF ONE CARTON IN Q.302) You mentioned you bought a carton of (ENTER COMPLETE BRAND NAME FROM Q.301). Was that the carton that contains 10 packs of cigarettes or the carton that contains 5 packs of cigarettes?

- |                |     |
|----------------|-----|
| 10-pack carton | - 1 |
| 5-pack carton  | - 2 |
| DK             | - 3 |

(IF 2 OR MORE CARTONS IN Q.302) You mentioned you bought (ENTER NUMBER FROM Q.302) cartons of (COMPLETE BRAND NAME IN Q.301). How many of those were cartons that contained 10 packs of cigarettes and how many were cartons that contained 5 packs of cigarettes?

- # of 10-pack cartons
- # of 5-pack cartons

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- (IF NO PURCHASES IN THE PAST 7 DAYS MENTIONED IN QS.301-302, VERIFY:)
303. You told me that in the *past 7 days* you *did not* buy any cigarettes for yourself. Is that correct?

Yes - 1  
No - 2 - GO BACK TO Q.301

OLD QS.17-18 (QS.304-305) MOVED AS A FOLLOW-UP TO QS.301-303 3/6/91  
WORDING CHANGE FROM "DID YOU BUY \_\_\_\_" TO "WAS \_\_\_\_ BOUGHT"  
ON 3/11/91

- (ASK Q.304-305 AS A SERIES FOR EACH BRAND MENTIONED IN Q.301)
304. Why did you buy (COMPLETE BRAND NAME) instead of your regular brand? (DO NOT READ LIST - ALLOW ONE MENTION ONLY) (IF "NO REGULAR BRAND/JUST STARTED SMOKING" AT Q.6, ASK: "Why did you buy (COMPLETE BRAND NAME)?")

Coupon	- 1
2 for 1 offer (buy one get one free)	- 2
Special deal (free cigarettes or a gift)	- 3
Price (on sale/cheaper)	- 4
Out of stock (regular brand)	- 5
Wanted a change	- 6
Use to smoke/was regular brand	- 7
New brand	- 8
To try it	- 9
Good availability	- 10
I liked them	- 11
Bought for someone else	- 12
Similar to my brand	- 13
Bought by someone else	- 14
Wanted a lighter cigarette	- 15
Spouse smokes them	- 16
Wanted a stronger cigarette	- 17
Recall on regular brand	- 18
Other (SPECIFY) _____	- 97
Refused	- 98
Don't Know	- 99

- (ASK Q.305 IF "COUPON" NOT MENTIONED AT Q.304)
305. Did you use a coupon to buy (COMPLETE BRAND NAME)?

Yes - 1  
No - 2  
Don't Know - 3  
Refused - 4

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Q.306 ADDED 10/13/92  
REMOVED 4/4/95

QS.15A-18A REINSERTED AS A FOLLOW-UP TO VOLUME SERIES (QS.301-305) 3/11/91

- 15A. When was the last time you bought a brand of cigarettes other than (READ COMPLETE BRAND NAME FROM Q.6) for yourself? Please include *any* purchase, even if it was just a different type or size of your regular brand. (DO *NOT* READ LIST)

2 weeks or less	- 1	ASK Q.16A
3 to 4 weeks (1 month) ago	- 2	
Over 1 month to 3 months ago	- 3	
4 to 6 months ago	- 4	GO TO Q.15B
7 to 12 months (1 year) ago	- 5	
Over 1 year ago	- 6	SKIP TO Q.29A
Never	- 7	(NOTE: SKIP PATTERNS
Refused	- 8	CHANGED 10-1-91)
Don't Know	- 9	

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- 16A. What brand was that? (RECORD COMPLETE BRAND NAME - ACCEPT FIRST MENTION ONLY)

<u>COMPLETE BRAND NAME</u>	<u>CODE NUMBER</u>

Don't Know/Refused - 1 - SKIP TO Q.29A

(IF BRAND MENTIONED IS THE SAME AS REGULAR BRAND, CLEAR WITH:) Disregarding (BRAND IN QUESTION) . . . When was the last time you bought a brand of cigarettes other than (COMPLETE BRAND NAME FROM Q.6) *for yourself*? Please include *any* purchase, even if it was just a different type or size of your regular brand. (RECORD AT Q.15A AND CONTINUE)

- 16AA. How many packs or cartons of (COMPLETE BRAND NAME FROM Q.16A) did you buy for yourself?

AMOUNT:	Packs	Cartons
Don't Know = 99	- 1	- 2

- 17A. Why did you buy (COMPLETE BRAND NAME FROM Q.16A) instead of your regular brand? (DO NOT READ LIST - ALLOW ONE MENTION ONLY)

Coupon	- 1 - SKIP TO Q.15B DIRECTIONAL
2 for 1 offer (buy one get one free)	- 2
Special deal (free cigarettes or a gift)	- 3
Price (on sale/cheaper)	- 4
Out of stock (regular brand)	- 5
Wanted a change	- 6
Use to smoke/was regular brand	- 7
New brand	- 8
To try it	- 9
Good availability	- 10
I liked them	- 11
Bought for someone else	- 12
Similar to my brand	- 13
Bought by someone else	- 14
Wanted a lighter cigarette	- 15
Spouse smokes them	- 16
Wanted a stronger cigarette	- 17
Recall on regular brand	- 18
Other (SPECIFY) _____	- 97
Refused	- 98
Don't Know	- 99

- 18A. Did you use a coupon to buy (COMPLETE BRAND NAME FROM Q.16A)?

Yes	- 1
No	- 2
Don't Know	- 3
Refused	- 4

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IF NO ALTERNATE FAMILY PURCHASED IN THE PAST 7 DAYS AT Q.301 OR Q.16A,  
AND RESPONDENT HAS A REGULAR BRAND, ASK QS.15B-18B; OTHERWISE SKIP  
TO Q.29A

- 15B. When was the last time you bought a brand of cigarettes other than (READ FAMILY NAME FROM Q.6) for yourself? (DO NOT READ LIST)

2 weeks or less	- 1	ASK Q.16B
3 to 4 weeks (1 month) ago	- 2	
Over 1 month to 3 months ago	- 3	
4 to 6 months ago	- 4	
7 to 12 months (1 year) ago	- 5	SKIP TO Q.29A
Over 1 year ago	- 6	
Never	- 7	
Refused	- 8	
Don't Know	- 9	

- 16B. What brand was that? (ACCEPT FIRST MENTION ONLY)

<u>FAMILY BRAND NAME</u>	<u>CODE NUMBER</u>
_____	_____
_____	_____

Don't Know/Refused - 1 - SKIP TO Q.29A

IF A RESPONDENT MENTIONS THEIR REGULAR BRAND FAMILY, CLEAR WITH:

"Disregarding (FAMILY IN Q.6) . . . when was the last time you bought a brand of cigarettes other than (READ FAMILY NAME FROM Q.6) for yourself?" (RECORD AT Q.15B AND CONTINUE)

- 16BB. How many packs or cartons of (READ FAMILY NAME FROM Q.16B) did you buy for yourself?

	<u>Packs</u>	<u>Cartons</u>
AMOUNT: _____	- 1	- 2
Don't Know = 99		

2071455190

17B. Why did you buy (READ FAMILY NAME FROM Q.16B) instead of your regular brand?  
(DO NOT READ LIST - ALLOW ONE MENTION ONLY)

Coupon	- 1	- SKIP TO Q.29A
2 for 1 offer (buy one get one free)	- 2	
Special deal (free cigarettes or a gift)	- 3	
Price (on sale/cheaper)	- 4	
Out of stock (regular brand)	- 5	
Wanted a change	- 6	
Use to smoke/was regular brand	- 7	
New brand	- 8	
To try it	- 9	
Good availability	- 10	
I liked them	- 11	
Bought for someone else	- 12	
Similar to my brand	- 13	
Bought by someone else	- 14	
Wanted a lighter cigarette	- 15	
Spouse smokes them	- 16	
Wanted a stronger cigarette	- 17	
Recall on regular brand	- 18	
Other (SPECIFY) _____	- 97	
Refused	- 98	
Don't Know	- 99	

18B. Did you use a coupon to buy (READ FAMILY NAME FROM Q.16B)?

Yes	- 1
No	- 2
Don't Know	- 3
Refused	- 4

2071455191

QS.26A-B	ADDED	2/1/90
	REMOVED	3/1/90

QS.29A-B	ADDED	5/16/89
	REMOVED	4/1/90
Q.29A	ADDED	5/1/91

(IF NO REGULAR BRAND, SKIP TO Q.33)

- 29A. Overall, how would you rate your regular brand of cigarettes? Would you say that your regular brand is . . . (READ LIST)?

Excellent	- 1
Very Good	- 2
Good	- 3
Fair	- 4
Or, Poor	- 5
(DO NOT READ) Don't Know	- 6

QS.29B-C	ADDED	11/1/94
	REMOVED	1/4/95

2071455192

QS.31A-F	ADDED	2/1/90
	REMOVED	3/1/90

**Q.30 FOLLOWS THE FOLLOWING SCHEDULE:**

<b><u>INSERTED</u></b>	<b><u>REMOVED</u></b>
JANUARY-OCTOBER, 1988	NOVEMBER, 1988-JANUARY, 1989
FEBRUARY-MARCH, 1989	APRIL-MAY, 1989
JUNE-JULY, 1989	AUGUST-OCTOBER, 1989
NOVEMBER, 1989-JANUARY, 1990	FEBRUARY-JUNE, 1990
JANUARY-MARCH & JULY-SEPTEMBER OF EACH YEAR SINCE JULY, 1990	APRIL-JUNE & OCTOBER-DECEMBER OF EACH YEAR SINCE OCTOBER, 1990

(IF "NO REGULAR BRAND/JUST STARTED SMOKING" IN Q.6, SKIP TO NEXT SECTION)

30. Now you said that your regular brand is (READ COMPLETE BRAND NAME FROM Q.6). Would you say that it is . . . (READ LIST)?

(DO NOT READ) ↘

Very low in tar	- 1
Low in tar	- 2
About average in tar	- 3
Slightly above average	- 4
Or, high in tar	- 5
Don't Know	- 6
Refused	- Y
Or, other	- Z

2071455193

Q.31 REMOVED 4/1/89

Q.245 INSERTED 4/1/89

QS.243-244 AWARENESS/TRIAL OF PRICE/VALUE BRANDS ADDED 2/1/90

Q.244 CHANGED FROM "EVER" TO "PAST 3 MONTHS" ON 5/1/91

QS.243-245 REMOVED 10/1/93

QS.246-247 BRISTOL LOWEST/CAMBRIDGE LOWEST MODULE INSERTED 6/18/91  
REMOVED 10/1/93

33. In the past three months, how many times have you used any money-off coupons to buy cigarettes for yourself? (RECORD EXACT NUMBER. DO NOT ACCEPT A RANGE. IF "NONE", RECORD AS SUCH)

One	- 01	- SKIP TO BOX BEFORE Q.34
Two Or More	- 02	- SKIP TO BOX BEFORE Q.35
(SPECIFY _____)		
Used Coupons, Don't Know #	- 98	
None	- 00	SKIP TO Q.132
Don't Know	- 99	

(IF "NO REGULAR BRAND/JUST STARTED SMOKING" IN Q.6, SKIP TO Q.132)

34. Was that for a brand other than your regular brand?

Yes	- 1	- CONTINUE WITH Q.34A
No	- 2	
DO NOT READ	- 3	SKIP TO Q.132
Don't Know	- 4	
Refused		

2071455194

- 34A. What brand was that? (ACCEPT ONE ANSWER ONLY) (FAMILY SCREEN)

FAMILY BRAND NAME	CODE NUMBER

Don't Know/Refused - 1

**SKIP TO Q.132**

(IF "NO REGULAR BRAND/JUST STARTED SMOKING" IN Q.6, SKIP TO Q.132)

35. Out of these (READ ANSWER FROM Q.33) times that you used "money-off" coupons, how many were for a brand *other than* your regular brand? (RECORD EXACT NUMBER. **DO NOT ACCEPT A RANGE.** IF "NONE", RECORD AS SUCH.)

ACTUAL NUMBER (SPECIFY): \_\_\_\_\_ - CONTINUE WITH Q.35A

None (0 Packs)	- 1
Don't Know	- 2
Refused	- 3

SKIP TO Q.132

- 35A. What brand or brands was(were) that(those)? (UP TO 3 ANSWERS ACCEPTABLE)

(FAMILY SCREEN ONLY)

(PROGRAM TO DIFFERENTIATE BETWEEN FIRST, SECOND AND THIRD MENTIONS)

FAMILY BRAND NAME	CODE NUMBER

**SKIP TO Q.132**

**QS.35B-C (FOR USED/DK AT Q.33) REMOVED 5/1/91**

2071455195

132. In the past three months, how many times have you taken advantage of any deals where you get two packs for the price of one? (RECORD EXACT NUMBER. DO NOT ACCEPT A RANGE. IF "NONE", RECORD AS SUCH)

**IMPORTANT:** RESPONDENT MAY HAVE TAKEN ADVANTAGE OF THE DEAL (2 PACKS FOR THE PRICE OF ONE) ON *ONE* OCCASION BUT PURCHASED *TEN* PACKS OF CIGARETTES (FOR THE PRICE OF 5). YOU ARE TO RECORD "5" FOR NUMBER OF 2 FOR 1 PURCHASES) AND *NOT* 1 (FOR NUMBER OF OCCASIONS)

ACTUAL NUMBER (SPECIFY): \_\_\_\_\_

None (0 Packs)	- 1
Don't Know	- 2
Refused	- 3

- 132A. And, in the last three months, have you taken advantage of any *other* special deals where you get free cigarettes or a gift?

Yes - 1  
No - 2 - SKIP TO NEXT SECTION

- 132B. What type of special deal was it? (DO NOT READ LIST - MULTIPLE ANSWERS ACCEPTED) (PROBE) What others?

5 packs for the price of 2	- 1
6 packs for the price of 3	- 2
2 packs with a gift like a lighter or a pen	- 3
A carton with free packs	- 4
A carton with a gift	- 5
Or, some other type (SPECIFY)	- 6

---

2071455196

C1-C3 COUPON MODULE INSERTED 6/9/89  
\*WORDING CHANGE ON 6/15/89  
REMOVED 4/1/90

- (IF "NO REGULAR BRAND/JUST STARTED SMOKING" IN Q.6, SKIP TO Q.63A)  
42. By the way, in the past month or so have you found that you couldn't buy your regular brand of cigarettes because it was not available where you normally get it?

Yes - 1  
No - 2  
Don't Know - 3  
Refused - 4

43. Next time you go to the store to buy cigarettes, if your regular brand isn't available, which of the following would you do? Would you . . . (READ LIST)?

**NOTE: RANDOMIZATION CHANGED TO TOP/BOTTOM ROTATION ON 5/1/91**

**ROTATE: 50% TOP TO BOTTOM/50% BOTTOM TO TOP**

Wait Until Your Store Gets Them In - 1  
Go To Another Store To Buy Your Regular Brand - 2  
(IF REGULAR BRAND AVAILABLE IN BOTH HARD AND SOFT)  
Would Buy Regular Brand In A (Soft Paper Pack/Hard Box) - 3  
Buy A Different Size Or Type Of Your Regular Brand - 4  
Buy An Entirely Different Brand - 5  
(DO NOT READ) Don't Know - 6  
Refused - 7

2071455197

44. You said your regular brand is (READ FAMILY NAME FROM Q.6). If (READ FAMILY NAME FROM Q.6) was no longer being sold, what brand would you buy instead?  
(MULTIPLE ANSWERS ACCEPTABLE UP TO 3 FAMILY NAMES)

(FAMILY SCREEN ONLY)

None	- 9999
Would Quit	- X
Roll Your Own	- Y

(IF RESPONDENT MENTIONS A BRAND INCLUDED IN THE FAMILY OF THEIR REGULAR BRAND, i.e., "MARLBORO *LIGHTS*" WHEN REGULAR BRAND IS MARLBORO, "BENSON AND HEDGES *LIGHTS*" WHEN REGULAR BRAND IS BENSON AND HEDGES, SAY: "Disregarding (BRAND IN QUESTION), what brand would you buy instead?")

Q.44B OMITTED AUGUST 1, 1987

Q.44A REMOVED 4/1/88

Q.62A-B	ADDED	4/1/88
	REMOVED	7/1/88
	ADDED	2/1/89
	REMOVED	7/1/89

Q.61A-B	INSERTED	11/22/88
	REMOVED	3/6/91

2071455198

Q.63A-C INSERTED 7/5/88  
Q.63C REMOVED 5/1/91

(ASK Q.63A-B OF ALL SMOKERS AGE 18-24)

- 63A. What are the most popular brands among people your age? (ACCEPT UP TO 5 BRANDS) (DO NOT PROBE) (RECORD FAMILY NAME ONLY. PRE-LIST OF LEADING BRANDS ADDED 10/1/93. REMAINING BRANDS TO BE CLASSIFIED AS EITHER OTHER PREMIUM, OTHER DEEP DISCOUNT, OTHER DISCOUNT OR OTHER.)
- 63B. Are there any brands which are growing in popularity among people your age? (ACCEPT UP TO 5 BRANDS) (DO NOT PROBE) (RECORD FAMILY NAME ONLY. PRE-LIST OF LEADING BRANDS ADDED 10/1/93. REMAINING BRANDS TO BE CLASSIFIED AS EITHER OTHER PREMIUM, OTHER DEEP DISCOUNT, OTHER DISCOUNT OR OTHER.)

Q.48 REMOVED 3/8/88

Q.44C-Q.44E - SMOKER TREATMENT MODULE: INSERTED 5/1/88  
REMOVED 6/1/88

Q.66A-B - MARLBORO LIGHTS MENTHOL: INSERTED 8/24/88  
REMOVED 10/1/88

Q.101-Q.114 - CASH QUIZ MODULE: INSERTED 3/15/88  
REMOVED 6/1/88

Q.258-Q.271 - TAR/NICOTINE MODULE: INSERTED 6/1/88  
REMOVED 8/1/88

Q.64A-B - LOW TAR CONCEPT: INSERTED 8/1/88  
WORDING CHANGED 8/29/88  
REMOVED 10/1/88

Q.101A-106 - MARLBORO MENTHOL/ATU MODULE: INSERTED 10/22/88  
REMOVED 2/1/89

Q.65A-B: INSERTED 5/1/89  
REMOVED 6/1/89  
(MRSI & WINONA)

Q.67A-B - ADVERTISING SLOGAN MODULE: INSERTED 5/1/89  
REMOVED 6/1/89  
(MRSI & WINONA)

2071455199

SALEM FOIL PACK MODULE INSERTED 1/4/92  
REMOVED 4/1/92

WINSTON FOIL PACK MODULE ADDED 10/1/91  
REMOVED 2/1/92

UPC MODULE ADDED 2/1/92  
REMOVED 7/1/94

000155411705

**NEW BRANDS ATU MODULE  
(ASK: ALL SMOKERS)**

1. (UNAIDED NEW BRAND AWARENESS - OMITTED 3/1/92)
2. (UNAIDED NEW AD AWARENESS - OMITTED 3/1/92)
 

(DO NOT ASK FOR EACH BRAND MENTIONED AS REGULAR BRAND IN TRACKING Q.6 OR PREVIOUS BRAND IN TRACKING QS.11-13)
3. Now I am going to read you a list of brands of cigarettes. For each brand I read, please tell me if you have heard of it or not. Have you ever heard of (READ BRAND)? (RECORD ON GRID BELOW Q.3) (WORDING CHANGE MARCH 1, 1992)
 

(ASK Q.4 FOR EACH BRAND MENTIONED IN Q.3 OR IN TRACKING Q.6 OR QS.11-13)
4. In the past three months, have you seen any *advertising* for (BRAND)? How about . . .
 

(REPEAT FOR ALL APPROPRIATE BRANDS)

(ASK Q.5 FOR EACH BRAND MENTIONED IN Q.3 OR TRACKING QS.11-13 AND NOT MENTIONED IN TRACKING Q.6)
5. And, in the past three months, have you *tried* (READ BRAND)? How about . . .
 

(REPEAT FOR ALL APPROPRIATE BRANDS)

(ASK Q.6 FOR EACH BRAND ANSWERED "YES" IN Q.5)
6. And, in the past three months have you bought one or more packs of (READ BRAND) for yourself? How about . . .
 

(REPEAT FOR ALL APPROPRIATE BRANDS)

(ROTATE BRANDS)	<u>Added</u>	<u>Removed</u>	Q.3		Q.4		Q.5		Q.6	
			Aided Brand Aware	Yes   No	Aided Ad Aware	Yes   No	Past 3 Months Tried	Yes   No	Past 3 Months Bought	Yes   No
Alpine	10/01/93		1   2		1   2		1   2		1   2	
Basic	10/01/93		1   2		1   2		1   2		1   2	
Camel Special Lights	04/01/93		1   2		1   2		1   2		1   2	
Daves	11/01/95		1   2		1   2		1   2		1   2	
GPC	11/01/95		1   2		1   2		1   2		1   2	
Marlboro Medium	02/18/92		1   2		1   2		1   2		1   2	
Misty	10/01/93		1   2		1   2		1   2		1   2	
Winston Select Lights	10/12/93		1   2		1   2		1   2		1   2	
Benson & Hedges Special Kings	08/01/92	03/01/93	1   2		1   2		1   2		1   2	
	05/20/93	10/01/93								
Bristol	10/01/93	11/01/95	1   2		1   2		1   2		1   2	
Cambridge Lowest	02/18/92	11/01/95	1   2		1   2		1   2		1   2	
Camel Wides	03/01/92	10/01/92	1   2		1   2		1   2		1   2	
Magna	10/01/93	11/01/95	1   2		1   2		1   2		1   2	
Marlboro Medium 100's	06/01/92	01/04/93	1   2		1   2		1   2		1   2	
Merit Ultima	02/18/92	10/01/92	1   2		1   2		1   2		1   2	
Monarch	01/04/93	11/01/95	1   2		1   2		1   2		1   2	
Riviera	10/01/92	05/01/93	1   2		1   2		1   2		1   2	
Winston Select	04/15/92	12/01/92	1   2		1   2		1   2		1   2	
		08/20/93	10/12/93							

2071455200

BENSON & HEDGES KINGS MODULE ADDED 8/5/92  
REMOVED 12/1/92

MERIT ULTIMA MODULE      ADDED      2/18/92  
                                REMOVED      6/1/92

CAMEL WIDES MODULE	ADDED	3/1/92
	REMOVED	6/1/92

WINSTON SELECT MODULE      ADDED      4/15/92  
                                REMOVED      7/9/92

Q.69A-D DE-NIC MODULE      ADDED 7/10/89  
                                  REMOVED 7/20/89

HALF-CARTON MODULE      ADDED      8/17/92  
                                REMOVED      12/1/92

DIRECT MAIL MODULE (CONDENSED VERSION) ADDED "PAST 3 MONTHS" CHANGED TO "PAST MONTH"	10/1/91 1/4/92
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(ASK OF ALL RESPONDENTS AGE 21 AND OVER)

1. In the past month, have you received flyers or other materials in the mail from any brands of cigarettes?

Yes - 1 - ASK Q.2A  
 No - 2 → SKIP TO NEXT APPROPRIATE MODULE  
 DK - 3 ↗

- 2A. From what cigarette brands did you receive something in the mail? (RECORD ALL THAT APPLY - DO NOT READ LIST)

(ASK FOR EACH BRAND NOT MENTIONED IN Q.2A)

- 2B. In the past month, do you remember receiving a mailing from (READ BRAND)?

**NOTE; CAPRI AND VIRGINIA SLIMS ARE TO BE ASKED AMONG WOMEN ONLY.**

(ROTATE BRANDS)	<u>Q.2A</u>				<u>Q.2B</u>			
	Unaided	Yes	No	DK	Aided	Yes	No	DK
Alpine	- 1	- 1	- 2	- 3				
Basic	- 2	- 1	- 2	- 3				
GPC	- 3	- 1	- 2	- 3				
Benson & Hedges	- 4	- 1	- 2	- 3				
Bucks (Removed 11/1/95)	- 5							
Cambridge	- 6	- 1	- 2	- 3				
Camel	- 7	- 1	- 2	- 3				
Capri	- 8	- 1	- 2	- 3				
Carlton	- 9	- 1	- 2	- 3				
Dave's (Added 11/1/95)	- 0	- 1	- 2	- 3				
Doral	- X	- 1	- 2	- 3				
Kool	- Y	- 1	- 2	- 3				
Marlboro	- 1	- 1	- 2	- 3				
Merit	- 2	- 1	- 2	- 3				
Newport	- 3	- 1	- 2	- 3				
Now	- 4	- 1	- 2	- 3				
Parliament Lights	- 5	- 1	- 2	- 3				
Salem	- 6	- 1	- 2	- 3				
Vantage	- 7	- 1	- 2	- 3				
Virginia Slims	- 8	- 1	- 2	- 3				
Winston	- 9	- 1	- 2	- 3				
Other (SPECIFY)	- 0	- 1	- 2	- 3				
DK	- X	- 1	- 2	- 3				

2071455202

- (FOR EACH BRAND MENTIONED IN Q.2 OR "YES" IN Q.2B, ASK:)
3. What do you recall being in the *last* mailing you received from (READ BRAND)?

Alpine  
 Basic  
 GPC  
 Benson & Hedges  
 Bucks (Removed 11/1/95)  
 Cambridge  
 Camel  
 Capri  
 Carlton  
 Dave's (Added 11/1/95)  
 Doral  
 Kool  
 Marlboro  
 Merit  
 Newport  
 Now  
 Parliament  
 Salem  
 Vantage  
 Virginia Slims  
 Winston

**RESPONSE  
LIST  
FOR  
EACH  
BRAND**

Brochure	- 1
Coupon(s)	- 2
Free Pack(s)	- 3
Free Packs Offer	- 4
Free Carton(s)	- 5
Free Gift (Non-Specific)	- 6
Letter	- 7
Lighter	- 8
Survey	- 9
Don't Know	- 0
Birthday Card	- 1
100 Bonus Miles	- 2
Bonus Miles (Non-Specific)	- 3
Racing Card	- 4
Country Store Catalog	- 5
Miles Saver Pocket	- 6
Other (SPECIFY)	- 7

(IF "CAMEL" MENTIONED IN Q.2A OR Q.2B AND "FREE CARTON" NOT  
 MENTIONED IN Q.3 FOR CAMEL, ASK:)

- 3A. Do you recall getting a free carton of Camel cigarettes in the mail recently? (ADDED 9/8/95)

Yes - 1  
 No - 2 - SKIP TO NEXT MODULE

(IF "YES" IN Q.3A OR "FREE CARTON" MENTIONED FOR CAMEL IN Q.3, ASK:)

- 3B. When did you receive the free carton of Camel cigarettes in the mail?

Within the past month - 1  
 1 to 2 months ago - 2  
 3 or more months ago - 3  
 Don't know - X

BIRTHDAY CARD MODULE INSERTED 6/17/94  
 REMOVED 9/1/94

2071452024

PROOF OF PURCHASE MODULE ADDED 11/1/94  
REMOVED 4/4/95

MAIL THE WORLD TRACKING MODULE ADDED 8/1/93  
REMOVED 11/1/93

MARLBORO LEADERSHIP MODULE ADDED 6/3/93  
REMOVED 10/1/93

MARLBORO ADVENTURE TEAM MODULE ADDED 12/1/92  
REDUCED MODULE BEGAN 5/1/93  
REVISED COUNTRY STORE MODULE BEGAN 5/3/94  
REVISED GEAR MODULE BEGAN 1/9/95

ASK MODULE OF SMOKERS 21 YEARS OF AGE OR OLDER  
(SKIP ADDED 5/3/94)

- 1A. As you may know, some brands of cigarettes offer special promotions or contests to get consumers interested in switching to their brand. What brand or brands of cigarettes can you think of that are *currently* sponsoring a special promotion or contest? (ACCEPT UP TO FIVE MENTIONS - FAMILY NAME ONLY)

Camel	- 1
Doral	- 2
Kool	- 3
Marlboro	- 4
Newport	- 5
Salem	- 6
Winston	- 7
Virginia Slims	- 8
Other 1 (SPECIFY)	- 9
Other 2 (SPECIFY)	- 0
Don't know	- X

2071455203

1. (ASK Q.1B FOR EACH BRAND, IF CAMEL OR MARLBORO MENTIONED IN Q.1A; OTHERWISE, SKIP TO Q.1C)
- 1B. And, what special promotions or contests are you aware of that (BRAND MENTIONED IN Q.1A) is currently sponsoring? (ACCEPT UP TO FIVE MENTIONS - PROBE "CATALOG" WITH: "Do you know the name of the catalog?")

	<u>Camel</u>	<u>Marlboro</u>
Marlboro Miles (UPC's)	- 1	
Marlboro Gear	- 2	
Marlboro Country Store	- 3	
Marlboro Adventure Team	- 4	
Marlboro Miles (2nd/3rd/4th Edition)	- 5	
Marlboro Catalog	- 6	
Marlboro Sweepstakes/Best Of The West Sweepstakes	- 7	
Marlboro Racing	- 8	
Camel Cash (C-Notes)	- 9	
Camel Catalog	- 0	- 0
Free Gift With Purchase	- X	- X
Free Cigarettes With Purchase	- Y	- Y
T-shirt (N.S.)	- 1	- 1
Coupon(s)	- 2	- 2
Special Price	- 3	- 3
Other (SPECIFY)	- 0	- 0
Don't know	- X	- X

2071455204

(IF NOT AWARE OF CAMEL CASH/C-NOTES/CAMEL CATALOG PROMOTION IN Q.1B, ASK:)

- 1C. Are you aware of a promotion for Camel called Camel Cash where you get one C-Note with every pack of filtered Camel cigarettes purchased and you saved the C-Notes to buy items from the Camel Cash catalog?

Yes - 1  
No - 2 → SKIP TO Q.2A  
Don't know - X

(IF AWARE OF CAMEL IN Q.1A AND CAMEL CASH PROMOTION OR CAMEL CATALOG IN Q.1B OR "YES" IN Q.1C, ASK:)

- 1D. Have you ever collected Camel Cash?

Yes - 1  
No - 2 → SKIP TO Q.2A  
Don't know - X

- 1E. Are you currently collecting Camel Cash?

Yes - 1  
No - 2  
Don't know - X

- 1F. Have you sent for any items from the Camel Cash catalogs?

Yes - 1  
No - 2  
Don't know - X

(IF "MARLBORO COUNTRY STORE" MENTIONED IN Q.1B, SKIP TO Q.2B)

- 2A. Are you aware of the Marlboro Country Store promotion?

Yes - 1  
No - 2  
Don't Know - X

(IF MARLBORO GEAR MENTIONED IN Q.1B, SKIP TO Q.2E) (SKIP CHANGED 4/1/95)

- 2B. Are you aware of the Marlboro Gear promotion?

Yes - 1 - SKIP TO Q.2E (SKIP CHANGED 4/1/95)  
No - 2  
Don't Know - X

Q.2C REMOVED 4/1/95

2071455205

IF AWARE OF MARLBORO ADVENTURE TEAM, MARLBORO COUNTRY STORE,  
 MARLBORO GEAR, MARLBORO MILES, MARLBORO MILES 2nd, 3rd OR 4th  
 EDITION IN Q.1B, Q.2A OR Q.2B, SKIP TO Q.2E (SKIP CHANGED 4/1/95)

- 2D. Are you aware of a promotion for Marlboro where you collect proofs of purchase "miles" to trade for merchandise?

Yes	- 1
No	- 2 <i>SKIP TO NEXT APPROPRIATE MODULE</i>
Don't Know	- X

QS.2E-2F ADDED 4/1/95

(ASK Q.2E AND Q.2F IF AWARE OF MARLBORO GEAR IN Q.1B OR Q.2B;  
 OTHERWISE SKIP TO Q.3A)

- 2E. You mentioned that you are aware of the Marlboro Gear promotion. How did you first become aware of the Marlboro Gear promotion? (DO NOT READ LIST - SELECT ONE ANSWER ONLY)

- 2F. And, where else have you seen or heard of the Marlboro Gear promotion? (DO NOT READ LIST - SELECT ALL THAT APPLY)

	<u>Q.2E</u>	<u>Q.2F</u>
From friends/relatives	- 1	- 1
From co-workers	- 2	- 2
Word of mouth	- 3	- 3
In a newspaper/magazine	- 4	- 4
Billboard	- 5	- 5
On a bus/taxi	- 6	- 6
At the train station/bus station	- 7	- 7
Coupon	- 8	- 8
Store/counter display	- 9	- 9
Through the mail	- 0	- 0
From the pack/carton	- 1	- 1
At a sports event	- 2	- 2
Other (SPECIFY)	- 3	- 3
Don't know/Refused	- X	- X

2071455206

3A. Have you ever collected Marlboro Miles?

Yes - 1  
No - 2 → SKIP TO NEXT APPROPRIATE MODULE  
Don't Know - X

3B1. Are you currently collecting Marlboro Miles?

Yes - 1  
No - 2 - SKIP TO Q.3C (SKIP CHANGED 4/1/95)  
Don't Know - 3

Q.3B2 ADDED 4/1/95

3B2. Are you collecting Miles solely for your own personal redemption or are you collecting Miles to give to someone else? (MULTIPLE RESPONSES ACCEPTED)

For personal redemption - 1  
To give to someone else - 2 → SKIP TO Q.3D1  
Don't know - 3

3C. Why did you stop collecting Marlboro Miles?

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IF AWARE OF MARLBORO GEAR IN Q.1B OR Q.2B, SKIP TO Q.4B;  
OTHERWISE SKIP TO NEXT MODULE

3D1. Considering that each UPC is worth 5 miles, approximately how many Marlboro Miles do you currently have? (DO NOT ACCEPT RANGES)

\_\_\_\_\_ (# of miles) ← RE-ASK Q.3D1 IF RESPONSE  
Don't Know - X IS NOT A MULTIPLE OF 5

Q.3D2 ADDED 4/1/95

3D2. Approximately what percent of your Miles did you receive from friends or relatives? Would you say . . . (READ LIST)?

None - 1  
1% to 25% - 2  
26% to 50% - 3  
Or, more than 50% - 4  
(DO NOT READ) Don't know - X

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IF NOT AWARE OF MARLBORO GEAR IN Q.1B OR Q.2B, SKIP TO NEXT MODULE

- 4A. Which items from the Marlboro Gear are you saving for? (DO NOT READ LIST - RECORD ALL THAT APPLY) (RESPONSE LIST CHANGED 4/1/95)

Backpack	- 1
Battery recharger	- 2
Boots	- 3
Camera/Canon Sure-Shot	- 4
Cap	- 5
CD player/Panasonic	- 6
Cooler/heater	- 7
Down coat	- 8
Hammock	- 9
Jacket/signature jacket	- 0
Lighter	- X
Poker set	- Y
Radio/lantern	- 1
Roller bag	- 2
Sweatshirt/hooded sweatshirt	- 3
T-shirt	- 4
Waistpack	- 5
Other (SPECIFY)	- 6
<hr/>	
Don't know	- Y
None	- 1

- 4B. Have you sent for any items from the Marlboro Gear catalog?

Yes	- 1
No	- 2 → SKIP TO NEXT MODULE (SKIP ADDED 4/1/95)
Don't know	- X

IF NOT CURRENTLY COLLECTING MILES AT Q.3B, SKIP TO NEXT MODULE

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QS.4C-4D ADDED 4/1/95

- 4C. The last time you ordered from the Marlboro Gear catalog, where did you get the order form that you used? (DO NOT READ LIST - SELECT ONE ANSWER ONLY) (IF RESPONDENT MENTIONS "CATALOG" ASK: "Where did you get the catalog?")
- 4D. In what other ways, if any, have you gotten Marlboro Gear order forms? (DO NOT READ LIST - SELECT ALL THAT APPLY) (IF RESPONDENT MENTIONS "CATALOG" ASK: "Where did you get the catalog?")

	<u>Q.4C</u>	<u>Q.4D</u>
From a store display	- 1	- 1
Through the mail/from Marlboro	- 2	- 2
Through the newspaper/magazine	- 3	- 3
By ordering something else	- 4	- 4
From a friend	- 5	- 5
From a co-worker	- 6	- 6
From the pack/carton	- 7	- 7
At a sports event/promotional event	- 8	- 8
Other (SPECIFY)	- 9	- 9
Don't know/Refused	- X	- X

QS.5A-5B REMOVED 4/1/95

COOKBOOK MODULE INSERTED 10/18/94  
REMOVED 12/12/94

CREDIT CARD MODULE INSERTED 10/18/94  
REMOVED 12/12/94

5-CENT MODULE ADDED 4/6/95  
REVISED 4/7/95  
REMOVED 9/1/95

MARLBORO FLEX-FUND MODULE INSERTED 12/12/94  
REMOVED 2/1/95  
RE-INSERTED 6/29/95  
REMOVED 9/1/95

ACTION AGAINST ACCESS MODULE ADDED 8/15/95  
REMOVED 12/1/95

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ROLL YOUR OWN MODULE      ADDED 10/1/95  
                                  REMOVED 12/1/95

CIGAR MODULE     ADDED 3/1/94  
                      REMOVED 5/1/94

TRADE CLASS MODULE ADDED 5/5/94  
REMOVED 6/1/94

MENTHOL MODULE INSERTED 2/1/95  
REMOVED 3/2/95

SMOKING BAN MODULE	INSERTED	2/1/95
	REMOVED	4/4/95

Q.48-48B - ATTITUDE STATEMENTS: INSERTED	10/1/88
REMOVED	1/4/89
INSERTED	2/3/89
REMOVED	5/1/89
INSERTED	10/1/89
REMOVED	2/1/90
INSERTED	10/1/90
REMOVED	1/4/91
INSERTED	10/1/91
REMOVED	12/1/91
INSERTED	10/1/92
REMOVED	1/4/93
INSERTED	10/1/93
REMOVED	1/4/94
INSERTED	10/1/94
REMOVED	1/4/95
INSERTED	10/1/95

48. Now I'd like to read you a few statements. For each statement I read, I would like to know how much you agree or disagree with it. Would you say you agree strongly, agree somewhat, disagree somewhat or disagree strongly with the statement?

Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	DK
1	2	3	4	5

Employers should be allowed to deny jobs to people just because they smoke \_\_\_\_\_

Smoking should be banned in restaurants \_\_\_\_\_

Smoking should be banned in work places or offices \_\_\_\_\_

It is hazardous to your health to be around people who are smoking \_\_\_\_\_

(FOR THOSE WHO STRONGLY/SOMEWHAT AGREE THAT IT IS HAZARDOUS TO BE AROUND SMOKERS, ASK Q.48A-B. OTHERWISE, SKIP TO NEXT SECTION.)

- 48A. Do you generally think of cigarette smoke in the air as:

Primarily a hazard to your health  
or  
Primary an annoyance or discomfort?  
Both (ONLY IF VOLUNTEERED)

- 48B. If the Surgeon General of the United States said that cigarette smoke in the air could not harm your health in any way, would you object to cigarette smoke around you?

Yes - 1  
No - 2  
DK - 3

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SMOKER BEHAVIOR MODULE ADDED 10/18/93  
REMOVED 1/18/94

SMOKER DISCRIMINATION MODULE ADDED 7/1/92

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1. Now, on another subject, have you ever personally been denied a job, or threatened with losing your job because you smoke cigarettes?

Yes - 1  
No - 2  
DK - 3

(ASK Q.2 IF "YES" AT Q.1)

2. Would you be willing to describe this experience if we were to contact you at a later date?

Yes - 1  
No - 2

3. Do you know anybody else who has ever been denied a job, or threatened with losing their job because he or she smokes cigarettes?

Yes - 1  
No - 2  
DK - 3

(ASK QS.4A-4D IF "YES" AT Q.3)

- 4A. Do you think that person would be willing to describe their experience if we were to contact them at a later date?

Yes - 1 - ASK Q.4B  
No - 2 ~~SKIP TO DEMOGRAPHICS~~  
DK - 3

- 4B. What is this person's name?

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- 4C. May I have this person's phone number please?

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- 4D. And, what state does this person live in?

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PRODUCT RECALL MODULE      ADDED 5/26/95  
                                REMOVED 6/6/95

Q.65A-I - DUNHILL/ROTHMAN MODULE    INSERTED 8/24/88  
                                        REMOVED 10/1/88

QS.111-113 PM BRAND USAGE MODULE    ADDED 11/1/88  
                                        REMOVED 1/4/89

CALIFORNIA SMOKERS MODULE    INSERTED 11/11/88  
                                        REMOVED 9/1/89

Q.126-131A INSTANT COUPON MODULE    ADDED 1/4/89  
ADDED TO CALIFORNIA OVER-QUOTA                                  12/19/88  
                                        REMOVED 3/1/89

Q.68A INSERTED 2/1/90  
                                REMOVED 3/1/90

Q.57A-E REMOVED 4/1/90

SUPERSLIMS MODULE    ADDED 8/1/90  
                                REMOVED 9/1/90

Q.51-52 LOTTERY MODULE    ADDED 1/4/91  
                                REMOVED 3/1/91

Q.1-14 BUCKS MODULE    ADDED 2/4/91  
                                REMOVED 6/1/91

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## DEMOGRAPHICS

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And now just a few questions for classification purposes.

- A. We're talking to *all* kinds of people all over the country, so first, are you *white, black, Hispanic or Asian?* (CLARIFY "INDIAN" WITH: "Is that Native American Indian or Asian Indian?")

White	- 1
Black	- 2
Hispanic	- 3
Indian/Native American	- 4
Asian	- 5
Other	- 6
Mixed	- 7
Refused	- 8

DO NOT READ

- B. Is *Spanish* spoken in this household?

Yes	- 1
No	- 2

(ASK Q.C IF "YES" IN Q.B OR "HISPANIC" IN Q.A)

- C. Do you, yourself, read Spanish-language newspapers or magazines?

Yes	- 1
No	- 2
Refused	- 3

- D. You may have mentioned it earlier, but what is your exact age, please?

(DO NOT READ) - Refused = 99

(ASK:) Could you please tell me which range your age is in? Are you between . . .  
(READ LIST)

18-19	- 1
20-21	- 2
22-24	- 3
25-29	- 4
30-34	- 5
35-39	- 6
40-44	- 7
45-49	- 8
50-54	- 9
55-59	- 0
60-64	- 1
65+	- 2
(DO NOT READ) Refused	- Y

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E. What was the last grade of school you completed? Was it . . . (READ LIST)?

Grade school	- 1
Some high school	- 2
High school graduate	- 3
Some college	- 4
College graduate	- 5
Refused	- 6

(DO NOT READ)

(IF RESPONDENT ANSWERS:)

"Trade/Nursing" OR OTHER SPECIALIZED  
SCHOOL, ASK: "Do you mean that you completed  
some high school, you're a high school graduate, some  
college or college graduate?"

F. What is your marital status? (READ LIST IF NECESSARY)

Single	- 1
Married	- 2
Widowed	- 3
Divorced	- 4
Or, separated	- 5
(DO NOT READ) Living together	- 6
Refused	- 7

Q.G REMOVED 2/1/90

Q.G1-2 INSERTED 2/1/90  
REMOVED 3/1/90

SMOKING RESTRICTIONS AT WORK MODULE (Q.1-Q.3) INSERTED	9/1/91
ADDED TO RECENT QUITTER SURVEY	9/4/91
ADDED TO NON-SMOKER SURVEY	9/9/91
REMOVED FROM ALL SURVEYS	12/1/91

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H. Finally, what is your total annual family income before taxes? Is it *under \$30,000* or *\$30,000 and over*?

(DO NOT READ)	Under \$30,000	- 1 - ASK Q.I
	\$30,000 and over	- 2 - SKIP TO Q.J
	Don't Know	- 3 → SKIP TO Q.K
	Refused	- 4

I. Is that *under \$10,000*, *between \$10,000 and \$20,000* or *\$20,000 and over*?

(DO NOT READ)	Under \$10,000	- 1
	\$10,000 to \$19,999	- 2
	\$20,000 to \$29,999	- 3 - SKIP TO Q.K
	Don't Know	- 4
	Refused	- 5

J. Is that between *\$30,000* and *\$50,000* or *\$50,000 and over*?

(DO NOT READ)	\$30,000 to \$49,999	- 1
	\$50,000 and over	- 2
	Don't Know	- 3
	Refused	- 4

Q.R-Q.U REMOVED 7/1/88

K. Just to check, I reached you at . . . (READ FROM CALL RECORD SHEET AND RECORD BELOW) is that correct?

\_\_\_\_\_ (AREA CODE) \_\_\_\_\_ (EXCHANGE) \_\_\_\_\_ (NUMBER)

L. Is your telephone number listed in the current phone book? (DO *NOT* READ LIST)

Yes	- 1
No	- 2
DK	- 3
Refused	- 4

M. And, what is your zip code?

\_\_\_\_\_  
Refused ..... Y

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- N. And so that my supervisor may verify that I've spoken to someone in your household, may I please have your name and address? (VERIFY SPELLING - AS OF 5/1/91)

RESPONDENT'S NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_

QS.N1-N3 ADDED 10/8/93  
(ONLY ASK SMOKERS WHO ARE 21 OR OLDER)

- N1. Would you like your name added to the list belonging to a major cigarette manufacturer in order to receive mailings and special offers from time to time?

Yes - 1 - SKIP TO Q.N3

No - 2

- N2. OK, I can appreciate that. That's all the questions I have for now. Thank you very much for your time and cooperation.

- N3. OK, let me just make sure that I have your complete name and mailing address. (CHECK NAME AND ADDRESS INFORMATION FOR COMPLETENESS - CONFIRM INFORMATION WITH RESPONDENT ONLY IF THERE IS INFORMATION MISSING)

- O. DO NOT ASK - RECORD SEX OF RESPONDENT

Male - 1

Female - 2

- P. RECORD IF PRIMARY OR SECONDARY RESPONDENT (SMOKERS ONLY)

Primary - 1

Secondary - 2

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Q.

RECORD FROM SAMPLE

STATE CODE: \_\_\_\_\_

COUNTY CODE: \_\_\_\_\_

NIELSEN CODE: A B C D

(BEGINNING 9/1/91) SAMPLE CELL: ETZ1 ETZ2 ETZ3 CENTRAL MOUNTAIN PACIFIC

CHECK IF OTHER SMOKER IN HOUSEHOLD

**ADDITIONAL RESPONDENT SELECTION**

- IF INTERVIEW WITH A SMOKER POSSIBLE NOW, CHECK HERE  AND GO TO Q.6 - SECOND SMOKER.
- IF NO OTHER ELIGIBLE SMOKER AT HOME IN Q.5A: ARRANGE CALLBACK AND INDICATE:

NAME: \_\_\_\_\_ DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

- IF THERE IS A SMOKER IN THE HOUSEHOLD BUT NO CALLBACK IS POSSIBLE NOW OR LATER, CHECK HERE  AND ASK FOR QUITTER.
- IF NO OTHER SMOKERS, THANK AND ATTEMPT INTERVIEW WITH QUITTER WHO HAS NOT GONE BACK TO SMOKING.
- IF INTERVIEW WITH A QUITTER WHO HAS NOT GONE BACK TO SMOKING POSSIBLE NOW, CHECK HERE  AND ASK TO SPEAK TO THAT PERSON.
- IF NO OTHER SMOKERS *OR* QUITTERS, THANK AND TERMINATE.

That completes our interview. Thank you for your time and cooperation.

INTERVIEWER NUMBER: \_\_\_\_\_ DATE: \_\_\_\_\_

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